



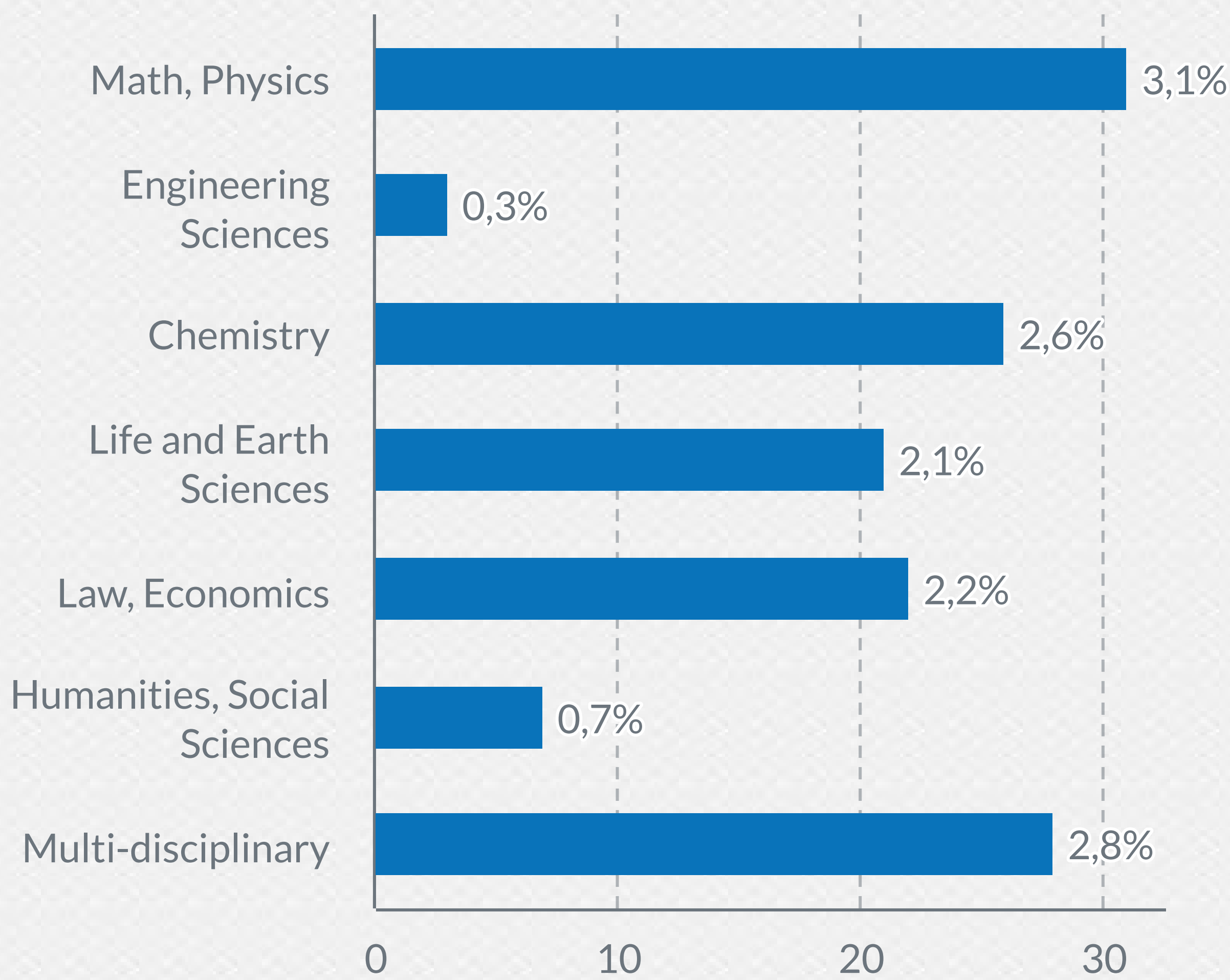
The CAREER project has highlighted the adequacy between the skills developed by PhDs and the skills needed by employers.

The PhDs working in sales jobs are assigned to team leadership, analysis and more generally to management roles.

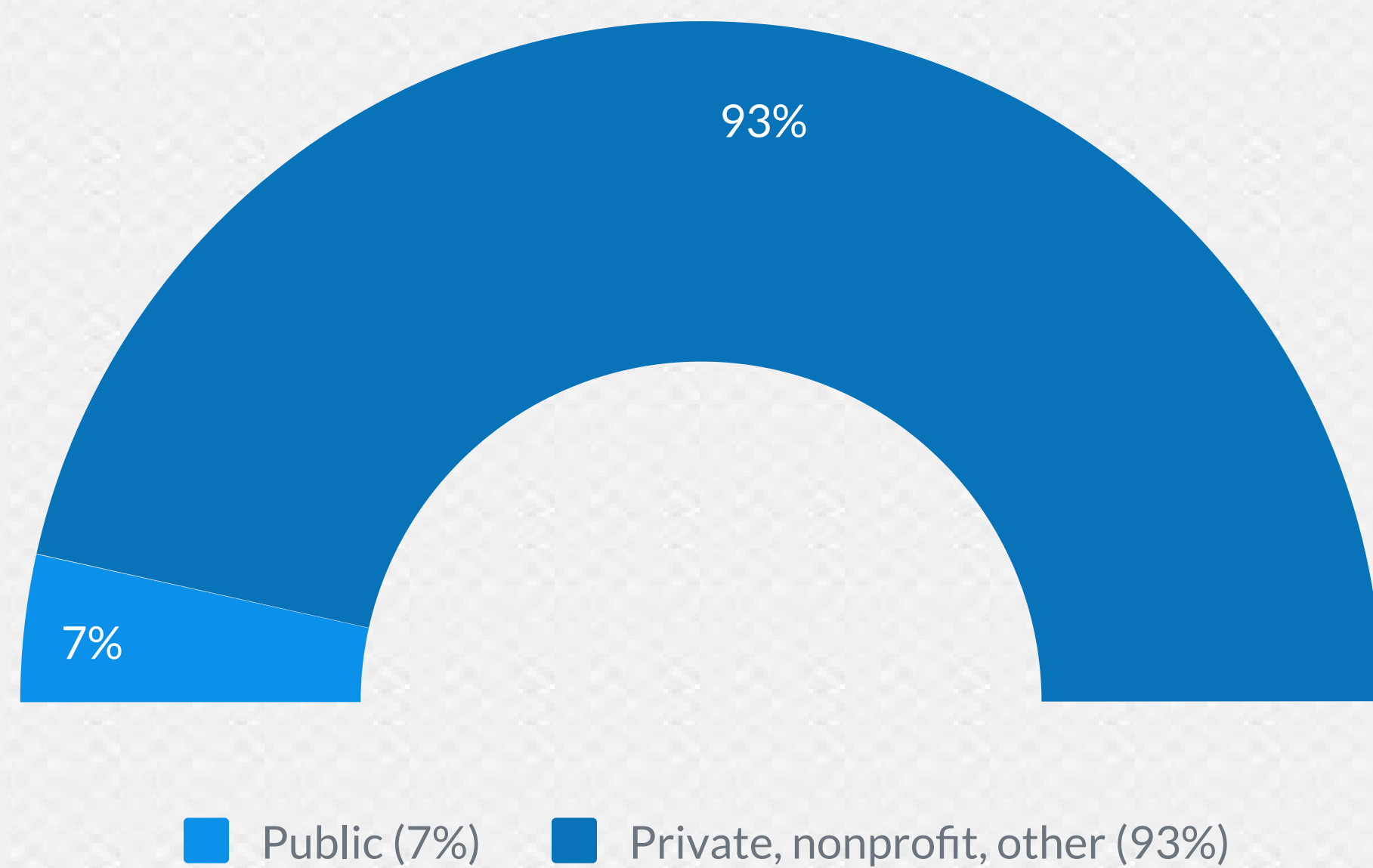
Positions mentioned by respondents:

- Business developer
- Sales manager
- Sales engineer
- Sales representative
- Key account manager
- Technical sales engineer

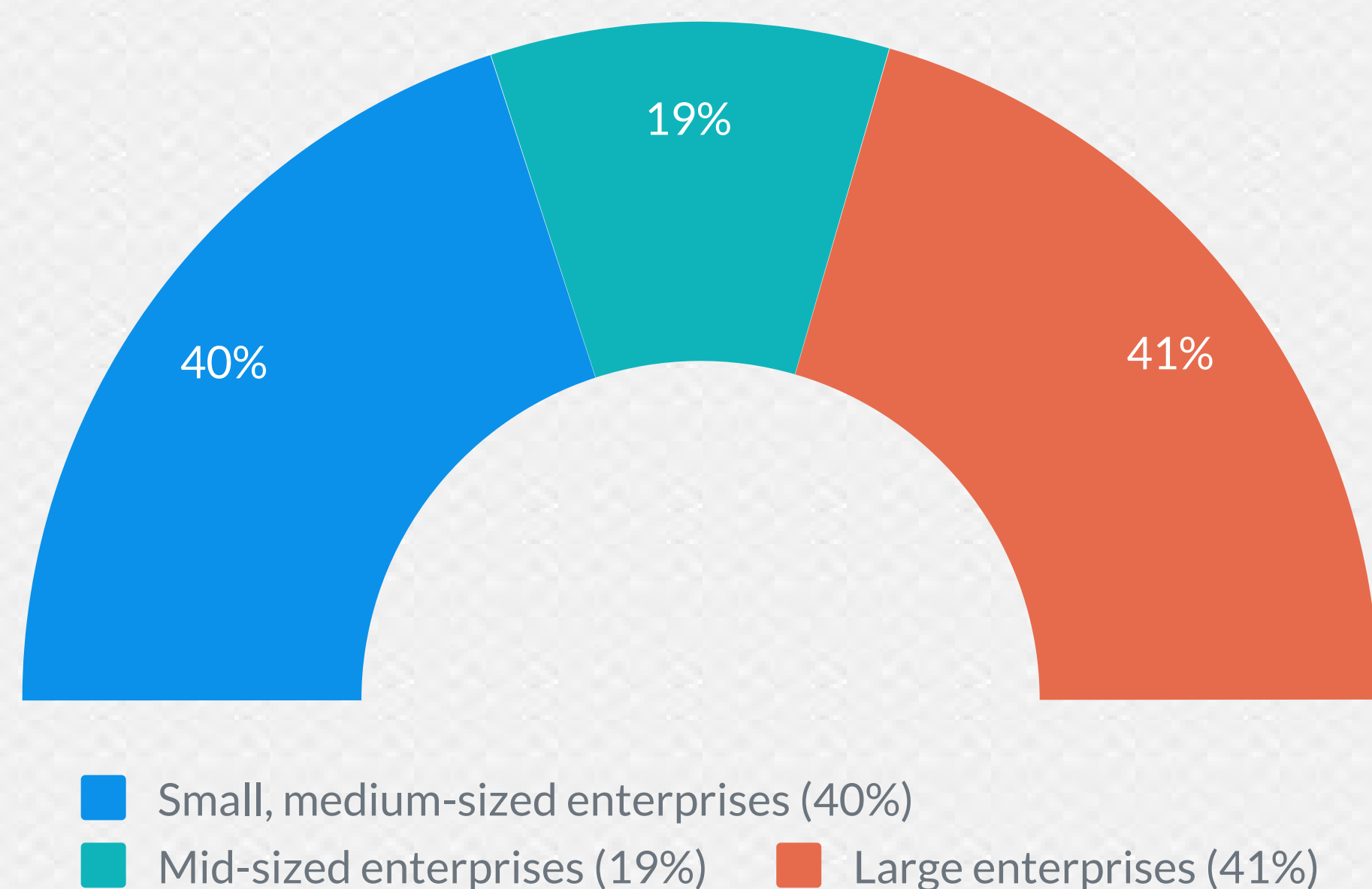
Distribution of PhDs in sales jobs by research discipline



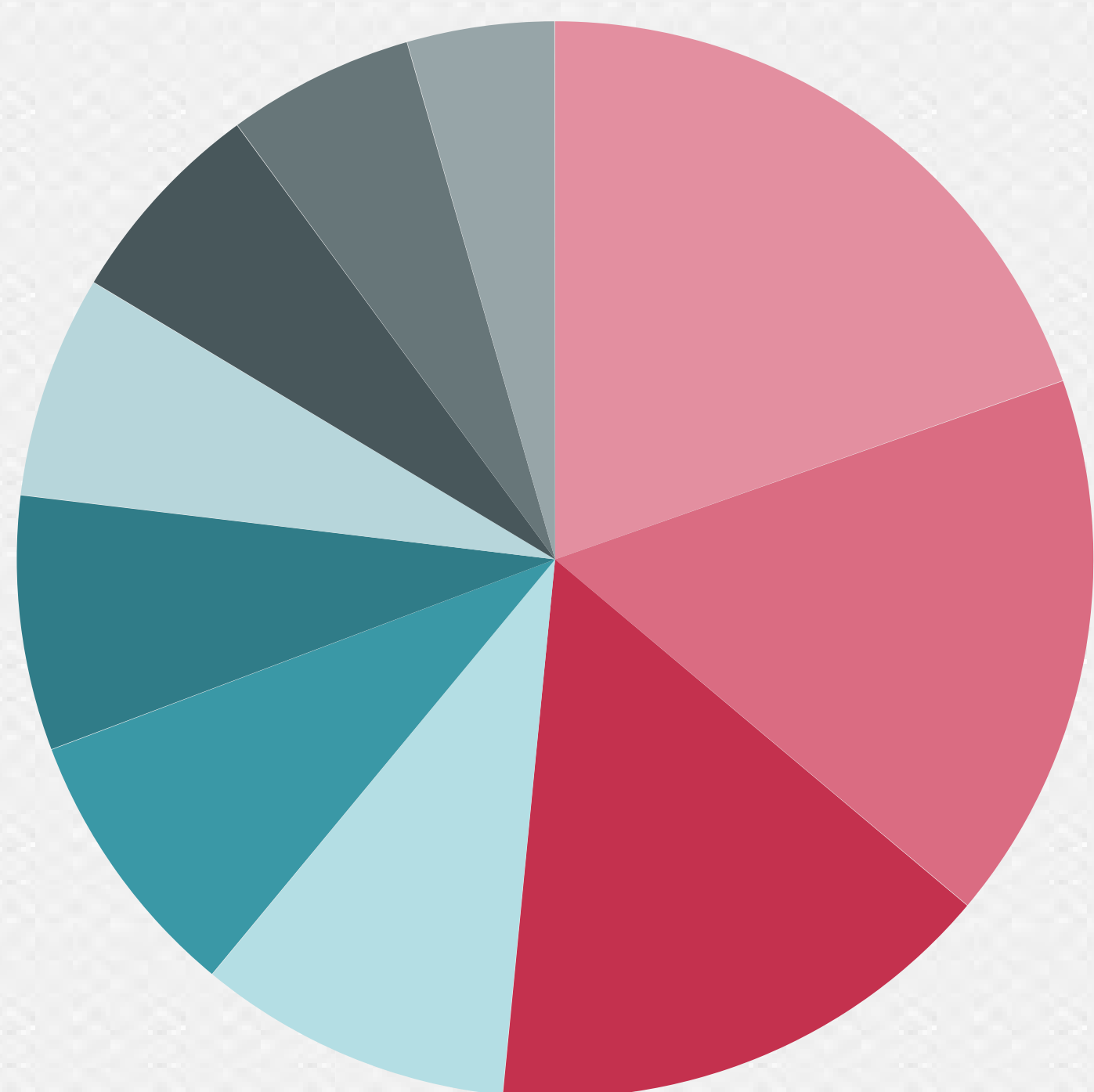
Organization type



Organization size (number of employees)

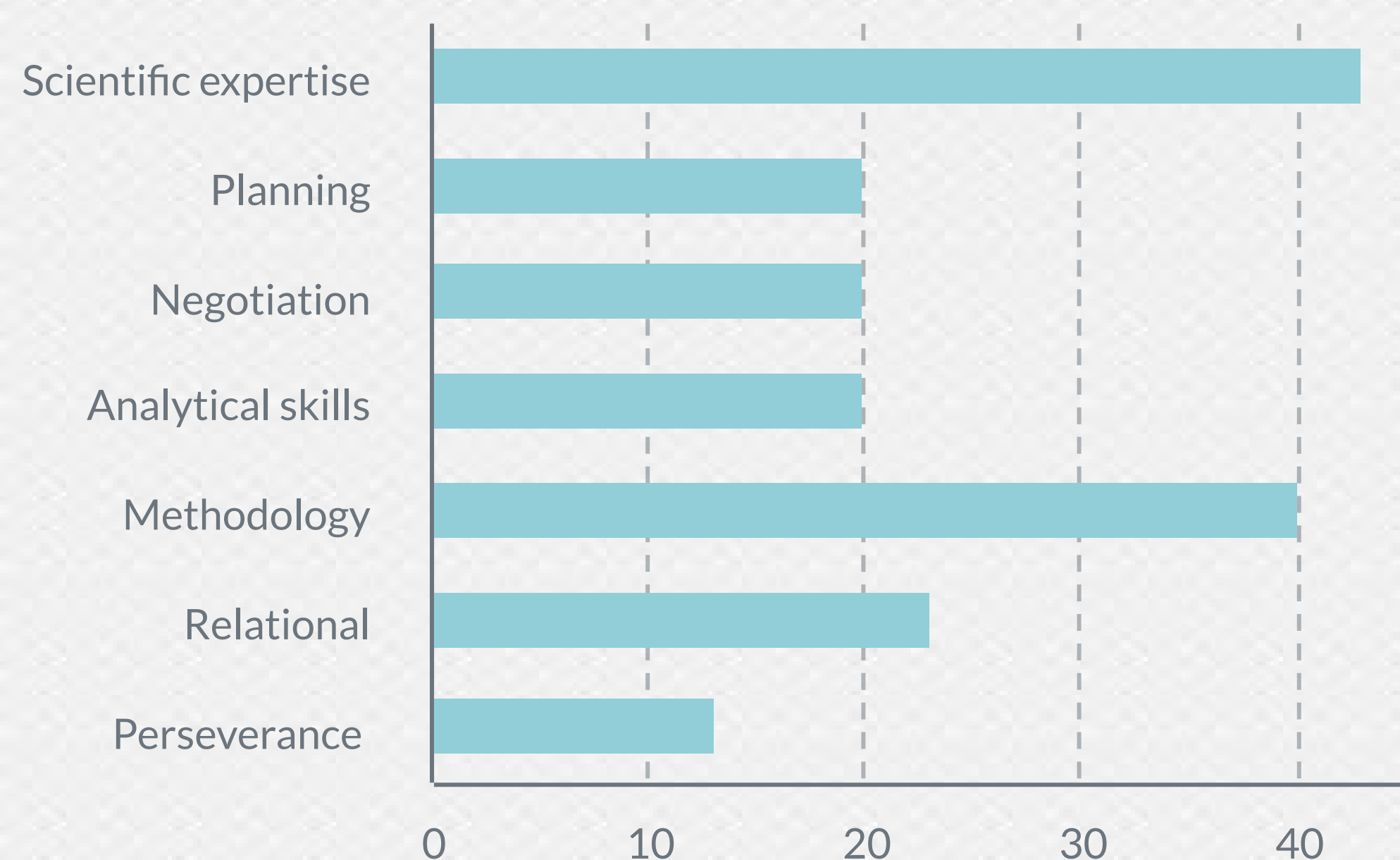


Sector of activity



- Metallurgy (19.62%)
- Manufacturing of computer, electronic and optical products (16.51%)
- Programming and broadcasting (15.43%)
- Public administration and defense (9.45%)
- Programming, consulting and other computer activities (8.25%)
- Scientific research and development (7.66%)
- Architectural and engineering activities (6.7%)
- Wholesale trade, except of motor vehicles and motorcycles (6.34%)
- Human health activities (5.62%)
- Construction of buildings (4.43%)

Key competencies





SALES JOBS

Dr Laurence Leguay FOUNDER & CEO AT « PAR AILLEURS »

1/ Role and responsibilities

After 15 years of experience, I have started my own communication agency for 3 years now. This implies the legal creation of the entity from A to Z, the search for partners, the implementation of the marketing strategy as well as the realization of a business plan over 3 years. It is then a matter of managing the entire agency, not only the commercial part, but also the organizational and human resources aspects.

Being an entrepreneur requires involvement in all areas! Above all, you have to be able to assess your own abilities and skills and compare them with your own aspirations. In our agency, there is a strong division of competences between the 3 partners: a strategic director in charge of the consulting part, a scientific and regulatory marketing director and myself who takes care of management and sales. Today, I am in charge of 90% of all prospection activities!

2/ Competencies used

The job of an entrepreneur requires many competencies. First of all, you need to have strong interpersonal skills, not only with your clients but also with your team. In our small agency, there is a form of informal communication which is very strong, deliberate and very effective! There is also a need for a great capacity to adapt to the different environments in which we evolve, to the types of projects, to the type of assignments and especially to the type of clients. At the same time, a strong capacity for analysis in the broadest sense is essential: analysis of the market, of clients, of projects we participate in,

and our internal policy. Of course, we also need commercial and managerial skills, whether to manage our employees, our clients or our various projects. And more globally, project management: we manage our clients' projects but we also manage our own! Finally, the ability to take the lead is essential, i.e. if you wait for projects to happen by themselves, nothing much will happen! Initiative is probably the most important thing in fact. So many things come from it.

3/ Benefits of a PhD

A PhD is a very intellectual experience that allowed me to develop, among other things, an analytical capacity, a writing capacity, a working capacity and even a form of adaptability that can be directly transposed to different work activities and which are absolutely essential for the agency. PhDs are indeed capable of transposing the skills they acquired during their PhD into the jungle that is today's job market! For example, the analytical skills developed during the PhD are ultimately very similar to business research methods used when working on a business plan. The problem solving skills you get from a PhD are also important: approaching a complex problem from all sides, from all angles, and this is not given to everyone. This degree has real value on the market, perhaps more so elsewhere in Europe than in France, but it is also up to the PhDs to promote their experience and to sell themselves!

Mini-CV

1998

PhD in Political science
Université de Lille 2

1998-2003

Sales Director
Qualipige

2004-2007

Consulting Director / Head of
Marketing and Communication
and Business Unit – Protéines

2007-

Founder & CEO –
Par Ailleurs (Consulting agency in
health and nutrition,
communication and advertising)

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